

## MEDIA RELEASE

### Communities at Work Announces Refreshed Brand Look

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Communities at Work, Canberra's largest not-for-profit community organisation, today announced its refreshed brand look to better represent its services to the community.

At the centre of this refresh, inspired by Communities at Work's clients, is the organisation's ongoing commitment to enrich the lives of people in the Canberra community and build better futures.

As CEO Lee Maiden explained, "Our brand is the story of who we are, what we do, and how we support our community. It comes from the people that use our services. So this brand refresh is all about the Canberra community".

The refreshed visual identity was developed to more closely align with Communities at Work's values, mission and purpose and better represent the organisation's unique dedication to people and its passion for creating positive social change in the Canberra community.

"This brand refresh better tells our story and emphasises our desire for continuous improvement and development," Ms Maiden said. "But it doesn't change who we are. We are still very committed to the Canberra community and always will be. Now we have this beautiful fresh new look to better reflect this."

Designed and developed by their inhouse marketing and communications team, the new brand look has an updated logo, typeface, colours and imagery. The organisation's name and logo have evolved from 'Communities@Work' to 'Communities at Work', upholding existing expectations of what the brand stands for while moving the organisation forward. Its familiar and friendly orange colour remains but will now often be complemented with blue, a colour associated with feelings of trust and integrity, reflecting Communities at Work's values.

As part of the brand refresh, Communities at Work commissioned local Ngunnawal artist, Bradley Mapiva Brown, to create new artwork. This artwork depicts waterholes, which signify progress and sustainability for all Aboriginal peoples. The artist perceived this as a shared core value of Communities at Work.

"We're humbled to have such meaningful brand artwork created for us by Bradley, signifying our connection to the land on which we've been working for over 43 years," said Ms Maiden. "We are proud of the services we deliver to the community on Ngunnawal land. In response to that commitment, we are excited to launch our brand refresh."

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